LORING™
The Smarter Way to Roast

Karon Farm Coffee

WENDOUREE, AUSTRALIA

CUSTOMER STORIES

From Roasting Every Kilo to Building What Comes Next.

What started as a hobby ten years ago steadily grew into Karon Farm Coffee Roasters, a thriving roasting business based in Wendouree, Victoria in Australia. As the business grew, so did production- but for nearly a decade, one thing remained constant: Luke personally roasted every kilogram of coffee that left the roastery.

That level of involvement gave him enormous control over the coffee, but it also meant the business depended heavily on him. Production shaped the week. Taking meaningful time away was difficult. Fridays were closed to customers so the team could focus entirely on roasting, and much of the knowledge needed to keep production moving lived with Luke.

The Goal Wasn't Less Craft. It Was More Freedom.

Karon Farm had long embraced technology where it could improve the way the business operated. Luke saw automation as an opportunity to make production easier to share across the team and create more room for him to focus on growing the company.

But there was an important condition: the coffee still had to be exceptional.

Luke had heard the same skepticism that many roasters encounter—that greater automation might make roasting easier, but could come at the expense of body, sweetness or character in the cup. Rather than relying on assumptions, Karon Farm bought coffee from roughly 20 roasters they knew were using Loring equipment and tasted it for themselves.

The conclusion was simple: the technology could make the process more repeatable without taking away what mattered most— the coffee quality.

That gave Luke the confidence to make the move to a Loring S15.

Putting the Roast in More Hands

After installation and profile matching, the Karon Farm team was able to begin taking on production almost immediately. A team member who had never roasted coffee before went on to handle approximately 3,100 kilograms of a recent 3,500-kilogram production month.

The profiles and standards Luke had developed over years no longer depended on him personally executing every batch. The team could carry that intent forward with greater consistency, giving Luke the confidence to step away from day-to-day roasting without stepping away from the coffee itself.

That shift has opened up time to focus on areas of the business that had previously been difficult to prioritize. Luke has traveled, spent more time learning about advertising and growth, and begun putting greater energy into building the business beyond production.

Growing the Business

The change has also created new opportunities inside the roastery. Karon Farm can now remain open on Fridays instead of closing for production. Contract roasting, custom projects, tours and community collaborations have become easier to accommodate because roasting no longer requires one person's constant attention.

Operationally, the results have been equally meaningful. Luke says coffee consistency has improved while production volume has continued to grow. The S15 is now approaching 1,000 kilograms in some weeks, and even as production has increased, monthly gas costs have decreased by 75%. Karon Farm is already beginning to think about when the business may require its next Loring.

For Luke, though, the biggest change is still the simplest one: the business no longer has to stop when he steps away.

"It's been life-changing. I've been able to take holidays, and I've been able to grow the business because I haven't been tied to the roaster."

LUKE MCPHERSON
FOUNDER & MANAGING DIRECTOR, KARON FARM COFFEE

Loring Smart Roast, Inc.
3200 Dutton Avenue, Suite 413
Santa Rosa, CA 95407
+1 707 526 7215
sales@loring.com

VISIT LORING.COM FOR MORE CUSTOMER STORIES, TO SCHEDULE A DEMO OR REQUEST A QUOTE.

© 2026 Loring Smart Roast, Inc.